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Piedmont Plants

APR 22 1940
U.S. Department of Agriculture

for 1940



Piedmont Plant Co.
ALBANY, GA.



Harvesting Field-Grown Tomato Plants

Our Guarantee

We guarantee our plants to be exactly as described in this catalog, grown from the best seed obtainable, true to name, hand selected, varieties labeled and carefully packed.

We guarantee to ship your order promptly, and deliver the plants to you in perfect condition. If you are not satisfied on receipt of order, we will replace free of charge, or refund your money, provided you notify us within 10 days after receipt.

We send you only the highest quality plants, and gladly stand back of them. However, weather, soil, and care also influence crops, so in no case shall we be responsible for any amount beyond the purchase price.

PIEDMONT OFFERS YOU:

- Field-grown Vegetable Plants that will save you Time and Money.
- Guaranteed quality at reasonable prices.
- Guaranteed delivery in perfect condition.
- Bargain Special Offers.
- Valuable Premiums with your order.



E. P. DuVernet

PIEDMONT PLANTS FOR BETTER CROPS

At this season of the year those of us who plant either a home garden or a truck crop must decide whether to attempt to grow the necessary plants, or to buy them, and the question arises as to where dependable plants can be purchased. In the purchase of plants you must depend on the reputation of the firm with whom you deal.

For 34 years we have been supplying dependable plants to gardeners throughout the country. Our business has been built up on First Quality Plants, Good Service, and Square Dealing.

This catalog will tell you of the many advantages in setting PIEDMONT FIELD-GROWN PLANTS. You will find it the best investment both in time and money to buy plants which are guaranteed to be exactly what you order, and reach you in perfect condition.

We solicit your patronage on the basis of our Guarantee on the inside cover of this catalogue.

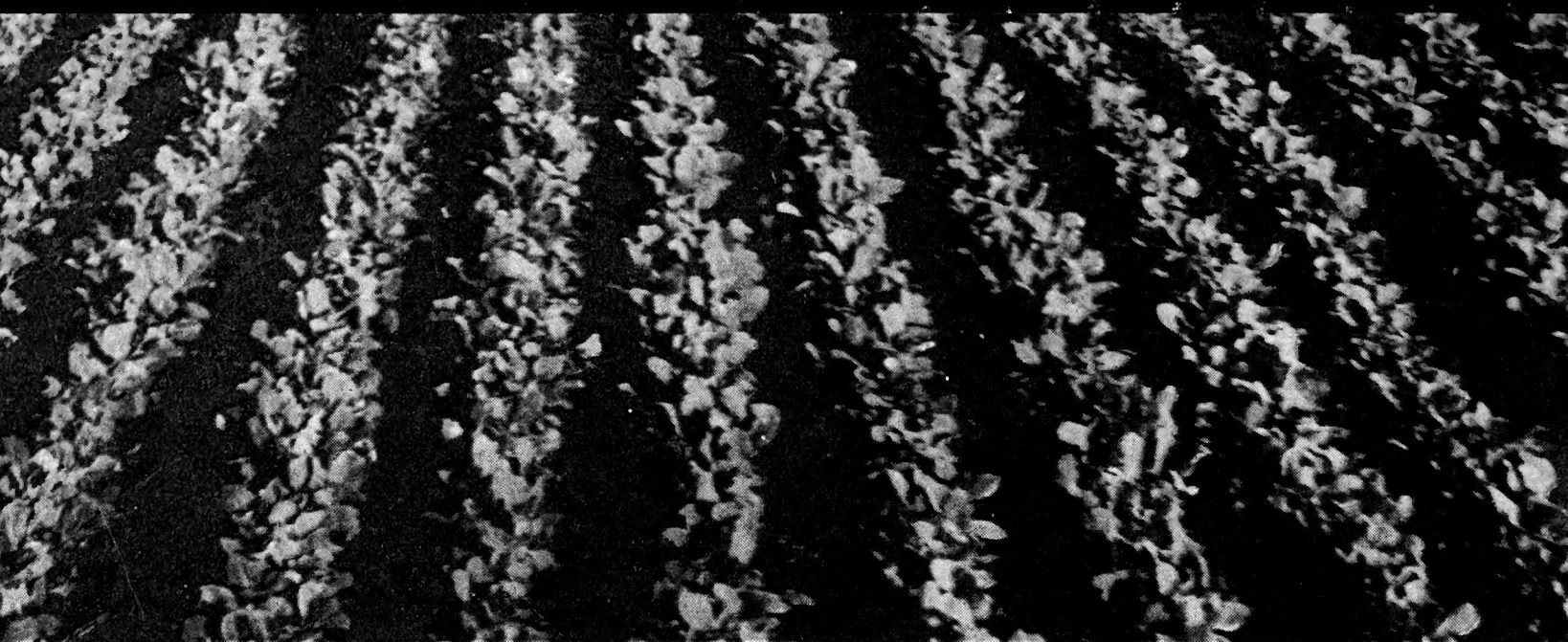
Again we wish to take this opportunity to thank our loyal friends and customers, and it is our sincere wish that they will have better crops for 1940.

Very truly yours,

PIEDMONT PLANT CO.

By *E. P. DuVernet*





Field of Frost-Proof Cabbage Plants

PIEDMONT FIELD-GROWN PLANTS

The market gardener who grows vegetables for early market knows how important it is to get crops on the market early, if large profits are to be realized. The home gardener also wants early vegetables. To get an early start it is necessary to grow seedlings in hot beds, transplanting them to cold frames to harden. The best and cheapest solution to the problem is to set Piedmont Field Grown Plants.

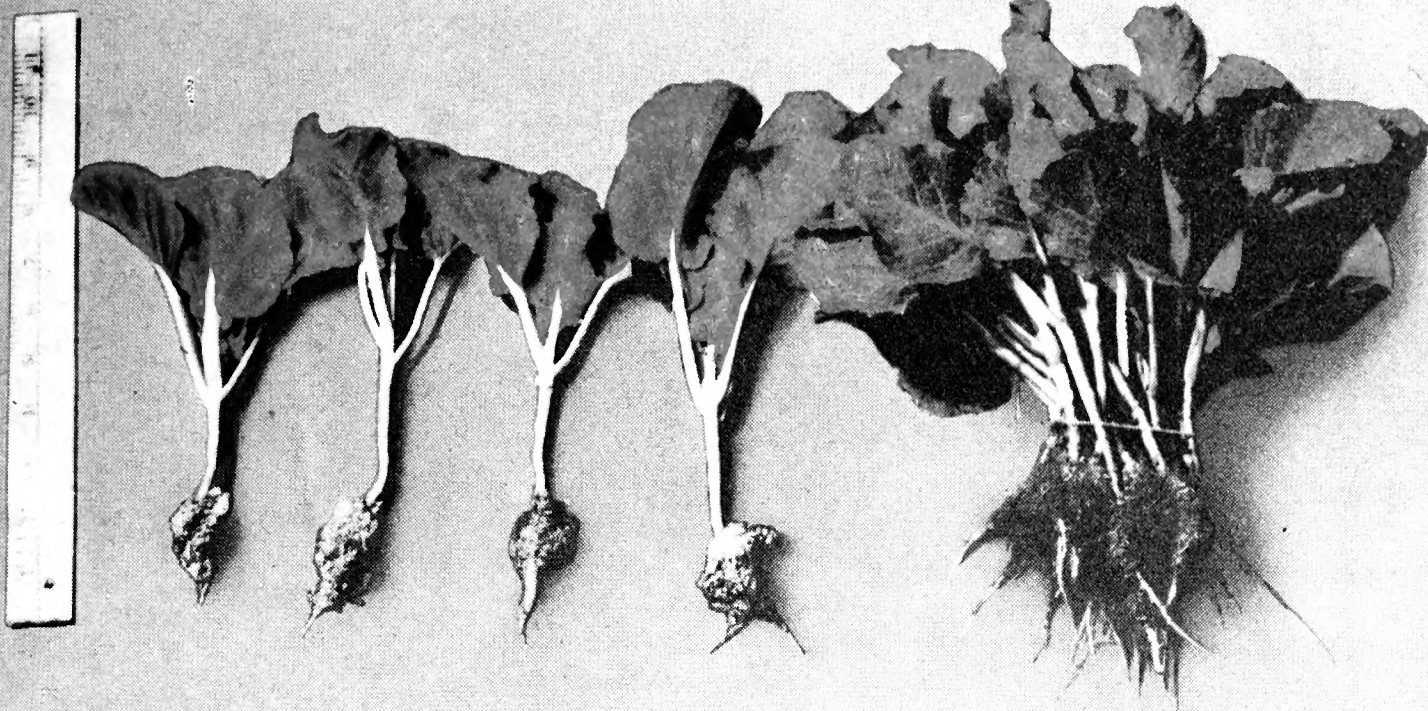
We offer in this catalog a line of high grade Field Grown Vegetable Plants for early setting which we guarantee to give satisfaction. The business of growing and shipping vegetable plants has developed tremendously in the past 20 years. Hundreds of millions of plants are shipped annually to truckers, market gardeners, and home gardeners, who find it more profitable to buy plants than to attempt to grow them.

QUALITY IN PLANTS

SUITABLE CLIMATE NECESSARY. In the middle south the climate is adapted to growing plants in the open, which are hardy enough to set in the open farther north. Our farms are located where there is enough cold weather to grow plants hardy enough to set in the open field.

SELECTED PLANTS. Piedmont Plants are grown from high grade seed, and will be found true to type and variety. Our plants are hand selected, and are large enough to set in the field. No small, inferior, trashy plants shipped. We ship you the kind you order, properly labeled, and full count guaranteed.

SATISFACTORY DELIVERY. Some people hesitate to order plants from a distance, because they are afraid that tender plants cannot be delivered in good condition. We have shipped our plants successfully for many years all over the United States. We have satisfied customers in every state. We guarantee to deliver the plants you order in perfect condition. If you are not satisfied on delivery, we will replace your order.



Our Plants are Hand Selected

REAL FROST-PROOF CABBAGE PLANTS

The Frostproof Cabbage Plant has become so well known that it is hardly necessary to point out its advantages.

On our farms the soil and climate are especially adapted to the growing of hardy, tough, healthy cabbage plants. The plants make a slow growth during the early part of the winter and spring, and soon become very tough and hardy. They will stand a temperature of 20 degrees above zero without injury and can be shipped to territory with a colder climate. Light snows, sleet, and moderate freezes will not hurt them, and they can be set in the open four to six weeks earlier than hotbed plants. The top of the plant does not grow, but the root becomes established, enabling the plant to make a rapid start, and mature headed cabbage two or three weeks earlier.

Piedmont Field-grown Frostproof Cabbage Plants will produce bumper crops early enough to get top prices.

VARIETIES

EARLY JERSEY WAKEFIELD—65 days from plants. Many market gardeners consider this the best early cabbage in cultivation. The head is pointed in shape, medium size, and is white, solid and tender. Plants ready Jan. 1 to July.

CHARLESTON WAKEFIELD—75 days from plants. This is a selection from the Early Jersey Wakefield, a week to ten days later, but makes a much larger head. It stands pre-eminent as the best spring cabbage for the South. The heads are pointed and large in size for an early cabbage. Plants ready Jan. 1st to July.





GOLDEN ACRE—65 days from plants. An extra early Copenhagen Market with a smaller head, but matures a little earlier. Heads are round and solid. Plants ready Jan. 1st to July.

COPENHAGEN MARKET — 70 days from plants. This is the earliest of the round headed varieties, and produces larger heads than any cabbage equally as early. The heads are heavy in weight, ball shaped, solid and firm, fine texture, and splendid quality. Plants ready Jan. 1 to July.

EARLY FLAT DUTCH—85 days from plants. A medium early variety, excellent for shipping and kraut. The heads are very solid and distinctly flattened on top, large in size, and excellent quality. Plants ready Jan. 1 to July.

DANISH BALLHEAD or HOLLANDER—100 days from plants. Most widely used and the best of the late cabbages; desirable for shipping, storage, and for kraut. Heads deep round, very hard and decidedly compact. Plants ready Mar. 15 to July.

SAVOY, DRUMHEAD — 90 days from plants. The best of the Savoy type for general use. Heads nearly round, full and hard; leaves large and coarsely crimped. Plants ready Mar. 15 to July.

MAMMOTH RED ROCK – 100 days from plants. Large, round heads, solid as a rock, and red throughout. Used extensively for pickling. Plants ready Mar. 15 to July.

YELLOWS OR WILT RESISTANT VARIETIES

These varieties will produce a good crop of cabbage on land infested with yellows disease where ordinary varieties fail. Ready March 15th.

RESISTANT DETROIT. A Yellows resistant Golden Acre type.

MARION MARKET. A Yellows resistant Copenhagen Market type.

WISCONSIN HOLLANDER No. 8. A Yellows resistant Danish Ballhead type.

PRICES ON CABBAGE PLANTS

SEE PAGE 14 FOR EXPRESS PREPAID RATES

BY PARCEL POST

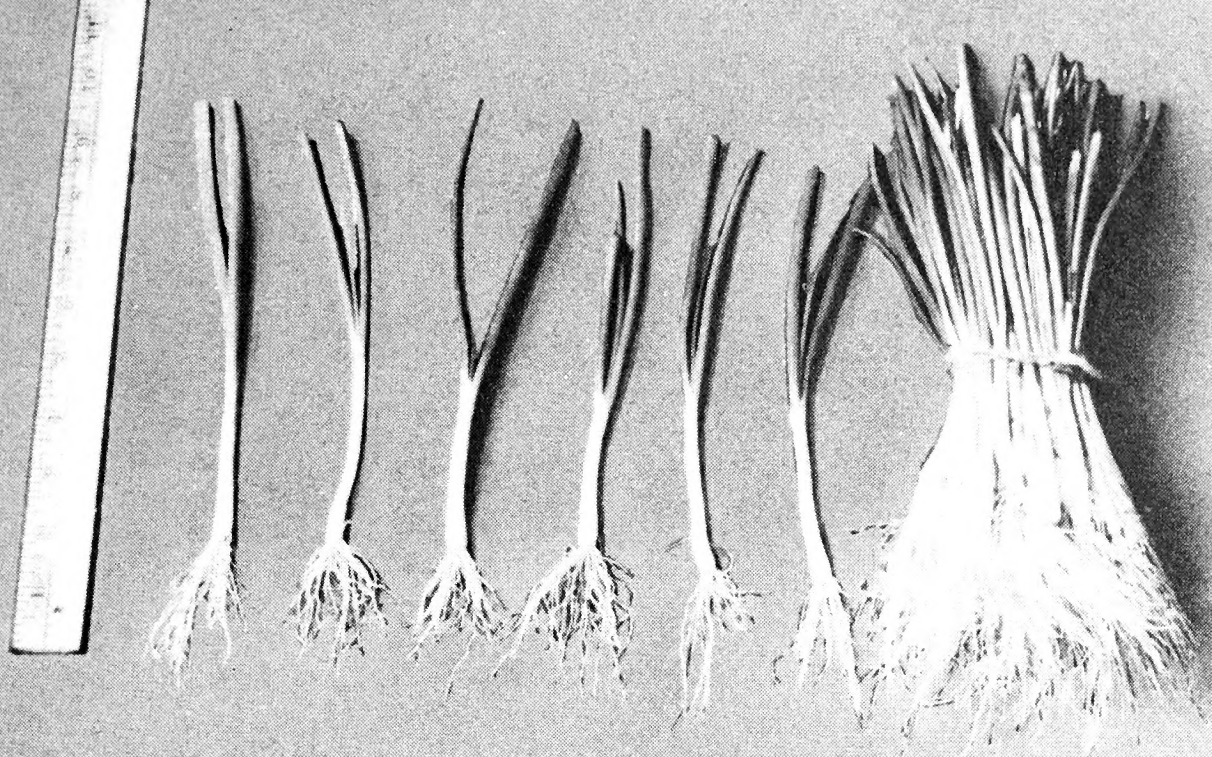
Postage Prepaid

200 for	\$.60
500 for	1.00
1,000 for	1.75
2,000 for	3.25

BY EXPRESS OR PARCEL POST

Transportation Charges Collect

500 for	60c
1,000 to 4,000	\$1.00 per M
5,000 to 9,000	90¢ per M
10,000 and over	75¢ per M



Onion Plants Showing Large Stalks and Healthy Roots

FROST-PROOF ONION PLANTS

Southern grown onion plants are no longer an experiment. Large quantities are set out every year, and they are rapidly displacing sets. They will grow large, sweet onions early, and are good keepers. They produce onions two to three times larger than sets, and seldom run to seed. They can be set early, the same time you would put out sets or cabbage plants. Therefore we strongly advise you to use our plants instead of sets, whether for the market or home use. Piedmont Onion Plants are grown from the very best seed, and will be found true to name. Ready Jan. 1st to July.

VARIETIES

YELLOW BERMUDA. The most popular and widely planted of the Bermuda varieties. It is sometimes called the White Bermuda although it is a light yellow or straw color. This is a thin flat shaped onion, and very sweet; many people eat them like an apple.

CRYSTAL WAX BERMUDA. One of the most attractive onions grown. It is clear, waxy white onion, and has the same delightful mild flavor as the Yellow Bermuda. It is the same shape as the Yellow Bermuda.

PRIZETAKER. The largest and most handsome of the yellow varieties. It is light yellow in color and globe shaped, and grows to a large size. The flesh is white, and mild, and it is a good keeper.

VALENCIA or SWEET SPANISH. A globe shaped onion, light yellow in color, and grows as large as the Prizetaker. It is mild in flavor, a good yielder and a splendid keeper.

PRICES ON ONION PLANTS

SEE PAGE 14 FOR EXPRESS PREPAID RATES

BY PARCEL POST

Postage Prepaid

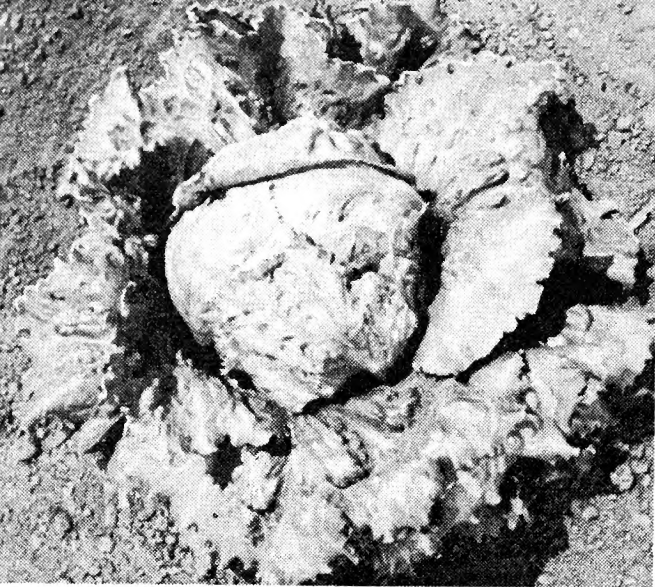
200 for50
500 for	1.00
1,000 for	1.75
2,000 for	3.25

BY EXPRESS OR PARCEL POST

Transportation Charges Collect

500 for 60c	
1,000 to 4,000	\$1.00 per M
5,000 to 9,000	90c per M
10,000 and over	75c per M

NOTE—We will assort Cabbage and Onion Plants in even hundreds in the same order as you desire. Onion Plants are tied in bunches of 100.



PIEDMONT LETTUCE PLANTS

While not quite so hardy as cabbage and onion plants, our Lettuce plants will stand considerable frost and cold weather. Good head lettuce can be grown in the home garden. Set out some of our plants this year instead of buying your lettuce. Set out at about the same time as cabbage. Plants ready Jan. 1st to July.

VARIETIES: Iceberg, New York Improved, New York No. 12.

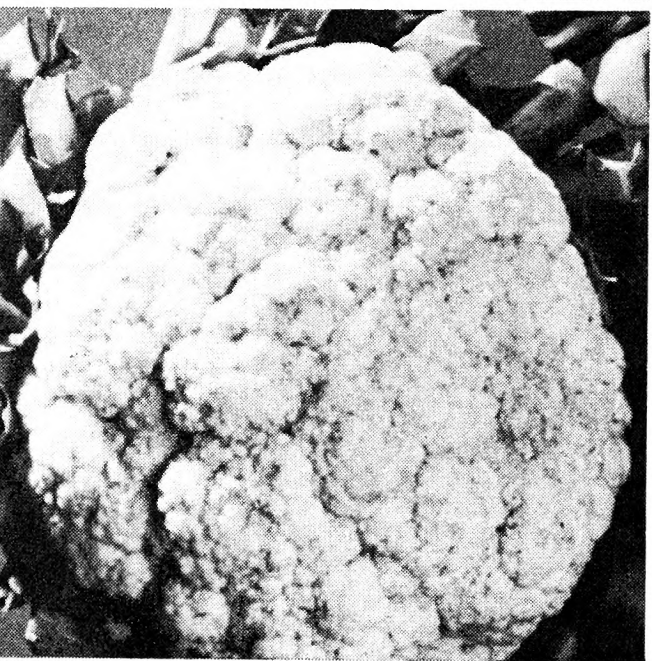
PRICES: By Mail Postpaid—100 for 50c; 500 for \$1.50; 1,000 for \$2.50. By Express or Parcel Post Collect—500 for 90c; \$1.75 per 1,000; 5,000 for \$7.50.



PIEDMONT BROCCOLI PLANTS

Ready April 1st to July—Calabrese Improved, Green Sprouting. A delicious vegetable, steadily gaining in favor. Similar to cauliflower, but hardier.

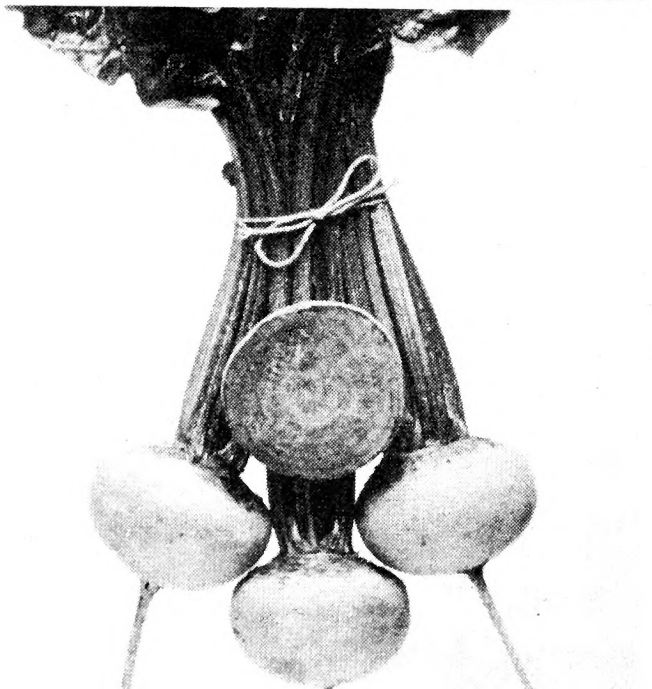
PRICES: By Mail Postpaid—100 for 50c; 500 for \$1.50; 1,000 for \$2.50. By Express Collect—\$1.75 per 1,000; 5,000 for \$7.50.



PIEDMONT CAULIFLOWER PLANTS

Ready April 1st to July. Our cauliflower plants are hardy and may be set earlier than home grown plants. Variety: Early Snowball, best and most widely used variety.

PRICES: By Mail Postpaid—50 for 50c; 100 for 75c; 500 for \$2.00; 1,000 for \$3.00. Express Collect—\$2.50 per 1,000; 5,000 for \$10.00.



PIEDMONT BEET PLANTS

Set our beet plants for early crop. Varieties: Detroit Dark Red, Crosby Egyptian. Ready April 1st to July.

PRICES: By Mail Postpaid—100 for 50c; 500 for \$1.50; 1,000 for \$2.50. By Express Collect—\$1.75 per 1,000; 5,000 for \$7.50.

Gifts with Your Order—See Order Sheet

PLEASE USE THIS ORDER BLANK

Date of Order_____ 19____

PIEDMONT PLANT COMPANY, Albany, Ga.

Gentlemen: I enclose herewith \$_____ for the
plants listed below, to be shipped by_____
(Parcel Post or Express)

Your Name_____
(Print Plainly)

Post Office_____

R. F. D. No._____ Box No._____ State_____

Express Office_____
(If Different from Post Office)

Give Date You Want Shipment Made_____

Quantity	VARIETY	PRICE	

WE ADVISE SHIPMENT BY EXPRESS IF POSSIBLE
SEE PAGE 14 FOR EXPRESS PREPAID RATES

SPECIAL PREMIUMS

Because we can handle and ship larger orders with little extra expense, we are offering the following Special Premiums to encourage larger orders. Let your neighbor help you. If your own requirements for plants do not amount to \$3.00 or more, get your neighbor to join you in ordering so that you may receive the Special Premium offer. Select premiums from the list below as follows:

On orders of \$3.00 to \$5.00 you may select any one of the 10 Premiums listed below.

On orders of \$5.00 to \$9.00 you may select two Premiums.

On orders of \$10.00 and up you may select four Premiums.

Cash in full must accompany your order. We will ship your order at any future date you request.

1. 200 Cabbage Plants.
2. 200 Onion Plants.
3. 100 Lettuce Plants.
4. 100 Broccoli Plants.
5. 100 Beet Plants.
6. 50 Cauliflower Plants.
7. 100 Tomato Plants.
8. 50 Eggplant Plants.
9. 50 Sweet Pepper Plants.
10. 100 Sweet Potato Plants.

You have your choice of ten different Special Premiums each worth 50c or more. They will be shipped with your order, but cannot be shipped separately at a different date. Give the numbers of the premiums you select on your order. We cannot allow the premiums when not requested on the original order.

IMPORTANT—READ CAREFULLY

We wish to send our catalogue to those who grow vegetables. It will be a favor to us if you will write below the names and addresses of any of your friends who might be interested in plants. Your name will not be mentioned.

[illegible]

PIEDMONT PLANT COMPANY, Albany, Ga.

Your Name _____
(Print Plainly)

R. F. D. No. _____ Box No. _____ State _____

Give Date You Want Shipment Made_____

SPECIAL PREMIUMS

Because we can handle and ship larger orders with little extra expense, we are offering the following Special Premiums to encourage larger orders. Let your neighbor help you. If your own requirements for plants do not amount to \$3.00 or more, get your neighbor to join you in ordering so that you may receive the Special Premium offer. Select premiums from the list below as follows:

On orders of \$3.00 to \$5.00 you may select any one of the 10 Premiums listed below.

On orders of \$5.00 to \$9.00 you may select two Premiums.

On orders of \$10.00 and up you may select four Premiums.

Cash in full must accompany your order. We will ship your order at any future date you request.

1. 200 Cabbage Plants.
2. 200 Onion Plants.
3. 100 Lettuce Plants.
4. 100 Broccoli Plants.
5. 100 Beet Plants.
6. 50 Cauliflower Plants.
7. 100 Tomato Plants.
8. 50 Eggplant Plants.
9. 50 Sweet Pepper Plants.
10. 100 Sweet Potato Plants.

You have your choice of ten different Special Premiums each worth 50c or more. They will be shipped with your order, but cannot be shipped separately at a different date. Give the numbers of the premiums you select on your order. We cannot allow the premiums when not requested on the original order.

IMPORTANT—READ CAREFULLY

We wish to send our catalogue to those who grow vegetables. It will be a favor to us if you will write below the names and addresses of any of your friends who might be interested in plants. Your name will not be mentioned.

[illegible]



Marglobe Tomato

PIEDMONT FIELD-GROWN TOMATO PLANTS

During the past five years there has been a tremendous increase in the use of Southern field-grown tomato plants. They have proven to be the most satisfactory and economical solution of the tomato plant problem in the north both for large canning factories and home gardeners.

Piedmont Field-Grown Tomato Plants are grown in the open field where they are acclimated to outdoor temperature, which enables them to be set in the open field. They are not frostproof as it is impossible to grow frostproof tomato plants. However, they are not like the tender seedlings you get from a greenhouse, but are large, stalky plants, hardy enough to make a quicker start than greenhouse plants.

Our field-grown tomato plants are grown from the best certified seed, which is disinfected before planting on disease free land. They are thoroughly sprayed by high pressure sprayers from the time they come up. This insures you true to name, disease free plants.

Our plants are carefully selected in the field as they are pulled one at a time. Each plant has a well developed root system. Many people think tomato plants are too tender a plant to ship long distances successfully. However, the way we wrap them with damp moss and paper, and pack them in special crates, we can deliver them in good condition anywhere east of the Rockies.

VARIETIES

EARLIANA. The Earliana is probably the earliest tomato grown, and is very popular for early market. The fruit is deep scarlet, medium to large size, and smooth for an early tomato.

JOHN BAER—An early maturing variety, excellent for gardeners serving local markets. Vine of medium height and open growth. Fruit medium size, semi-globular, very attractive, bright scarlet, smooth and quite firm.








BONNY BEST. A fine variety for early market and home garden. Vines are vigorous and fruit bright scarlet in color, and uniform in ripening.

PRITCHARD or SCARLET TOPPER. A wilt resistant variety similar to the Marglobe but earlier. It is disease resistant and very productive. The fruit is scarlet, large, smooth and globular in shape.

MARGLOBE. Wilt resistant tomato developed by U. S. Department of Agriculture. Fruit medium size, smooth and solid; globe shape, scarlet color, good shipper. Has become very popular for main crop.

RUTGERS. A new wilt resistant variety rapidly coming into favor in the eastern canning sections. Similar to the Marglobe in many characteristics, it produces slightly larger fruit and more foliage. Scarlet in color, it ripens from the inside out.

GREATER BALTIMORE. A mid-season variety, very popular for main crop and canning. Probably more of this variety used by large canners than any other variety. Very dependable, producing extra heavy crop of large firm tomatoes.

Days to Harvest	Shape of Fruit
65	
70	
73	
73	
77	
80	
82	

Start your tomato crop right with **PIEDMONT FIELD-GROWN PLANTS.** Ready any time between March 15th and June 15th.





We Select Stocky Tomato Plants with Large Stalks and Well Developed Root Systems



Each Bunch of 50
Plants Carefully
Wrapped in Damp
Moss and Paper.
We Guarantee Sat-
isfactory Delivery.

MASTER MARGLOBE. A special strain of Marglobe selected for uniformity and shape of the fruit. A highly bred strain of this variety with all the desirable Marglobe qualities.

INDIANA BALTIMORE. A special strain of Baltimore developed in Indiana and popular in the mid-west.

Days to Harvest	Shape of Fruit
77	
82	

PRICES ON FIELD-GROWN TOMATO PLANTS

SEE PAGE 14 FOR EXPRESS PREPAID RATES

BY PARCEL POST	
Postage Prepaid	
100 for	60¢
200 for	\$1.00
500 for	2.00
1,000 for	3.00

BY EXPRESS OR PARCEL POST	
Transportation Charges Collect	
1,000 to 4,000	\$2.00 per M
5,000 to 9,000	1.75 per M
10,000 to 20,000	1.50 per M
Lots over 20,000	1.25 per M

IT TAKES 3,000 TO 5,000 TOMATO PLANTS TO SET AN ACRE



Bunch of Potato Plants

SWEET POTATO PLANTS

Our Potato Plants are grown from selected seed stock grown on our own farms. They are treated for all kinds of disease, and are government inspected. Our customers are therefore protected from the many kinds of potato plant diseases which are becoming so prevalent throughout the South.

Variety: Porto Rico — This is a southern Yam potato with rich, deep yellow meat, sweet and juicy. It is the most popular of the yam potatoes, and is an enormous yielder. It can be grown successfully in many sections of the North, and we recommend it to those who have never tried the southern yam. Ready April 20 to July 1.

HOW TO GROW SWEET POTATOES: A warm, well drained, sandy loam is the best land for sweet potatoes. After plowing and harrowing thoroughly, lay off rows 3 feet apart and drill 500 to 1,000 pounds of commercial fertilizer, containing plenty of potash but not much nitrogen. List on the fertilizer, and knock off the top of the ridge. Set the plants 15 inches apart. Cultivate thoroughly until the vines begin to run. Harvest when mature or when frost kills the vines. Store in a warm cellar or building where the temperature does not go below 50 degrees.

PRICES ON POTATO PLANTS

SEE PAGE 14 FOR EXPRESS PREPAID RATES

BY PARCEL POST

Postage Prepaid

200 for	\$.85
500 for	1.50
1,000 for	2.50

BY EXPRESS OR PARCEL POST

Transportation Charges Collect

1,000 to 4,000	\$2.00 per M
5,000 to 9,000	1.75 per M
10,000 and over	1.50 per M

PIEDMONT PEPPER PLANTS

Our Pepper Plants, like tomato plants, are suitable for setting in the open field after danger of frost is over. Our plants are field-grown, and therefore more hardy than hotbed plants. Set these plants instead of trying to grow pepper from seed, and you will be surer of an early crop. Ready April 15th to July.

VARIETIES

SWEET VARIETIES

RUBY KING. 69 days from plants. Excellent for home and market garden. Fruits tapering, dark green, flesh is thick and sweet.

CALIFORNIA WONDER. 75 days from plants. The outstanding sweet variety for market gardeners and shipping. Fruits four lobed and chunky, large size; flesh thicker than any other variety, sweet and mild.

WORLD BEATER. 75 days from plants. A valuable variety of sweet pepper for market gardeners and shipper. Fruit elongated like Ruby King, but larger. Mild flavor.

PIMENTO. 73 days from plants. A canning variety, good also for home and market garden planting. Fruit heart shaped, dark green changing to bright crimson.

HOT VARIETIES

HUNGARIAN YELLOW WAX. 65 days from plants. A first early hot variety for market gardeners and canners. Fruits slender and tapering, color waxy yellow changing to bright crimson at maturity.

LONG RED CAYENNE. 70 days from plants. A favorite hot variety. Fruits long and tapering.

PRICES: By Mail Postpaid—50 for 50c; 100 for 75c; 500 for \$2.00; 1,000 for \$3.00. By Express Collect—\$2.50 per 1,000; 5,000 for \$10.00.

PIEDMONT EGGPLANT PLANTS

Like the tomato and pepper plants, our Eggplant Plants are field-grown, and have the same advantages over trying to grow eggplant from seed. We can supply you with large, healthy plants with well developed root systems. Ready April 15th to July.

BLACK BEAUTY. 80 days from plants. The best all around variety for home gardeners and truckers. Fruit large egg shaped, dark purple in color, and hold up well after picking.

PRICES: By Mail Postpaid—50 for 50c; 100 for 75c; 500 for \$2.00; 1,000 for \$3.00. By Express Collect—\$2.50 per 1,000; 5,000 for \$10.00.



Pepper Plants
Wrapped for
Shipment.



Eggplant
Plant.

PREPAID EXPRESS CHARGES

We advise shipment of plants by express when possible, as it is cheaper in lots of 2,000 and over, and plants usually arrive in better order by express than by Parcel Post. We give below a scale of express charges per 1,000 plants to different states. We will prepay your order by express if you add the right amount according to this scale to your remittance for plants at Express Prices. You can of course have your order shipped express charges collect, in which case the scale below will show about what you will have to pay on arrival. We do not prepay charges if you do not send the money with the order.

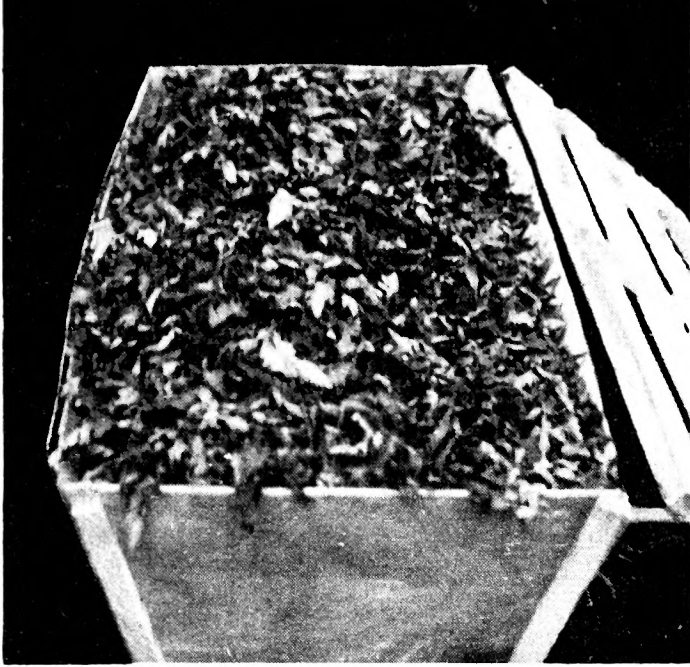
From Shipping Point To Stations In	Beets Broccoli Cabbage Cauliflower Eggplant Lettuce	Onions	Pepper Sweet Potato	Tomato
Express Charges per 1000 Plants				
Ala. - Ga. - Fla. - S. C.	.20	.08	.18	.28
Ark. - La. - D. C. - Md. - W. Va.	.37	.14	.33	.50
Del. - Pa. - N. J.	.38	.15	.34	.53
Ill. - Ind. - Ohio	.40	.16	.35	.55
Mo. - R. I. - Conn. - N. Y.	.43	.17	.38	.60
Mass. - N. H. - Vt. - Iowa	.45	.18	.40	.64
Miss. - Tenn. - N. C.	.28	.11	.25	.38
Nebr. - Minn.	.60	.23	.53	.80
N. Dak. - Colo.	.69	.27	.61	.95
So. Dak.	.66	.26	.59	.90
Va. - Ky.	.31	.12	.28	.44
Wis. - Kans. - Mich. - Maine	.53	.21	.47	.74
Tex. - Okla.	.44	.19	.40	.62

Minimum charge on any express shipment is 35¢. Quantities of plants which do not total 35¢ for express charges are usually cheaper by parcel post.

CARE OF PLANTS ON ARRIVAL

As soon as your plants come, take them out of the crates and set them out. If not ready to set, trench them out, keeping the tops dry and the roots moist, and they will keep for a reasonable time.

REMITTANCES. You can send money safely by P. O. Order, bank draft or check, and registered mail.



Tomato Plants in Crate



Cabbage Plants in Crate.

PACKING and SHIPPING

Our plants are carefully packed in light, wire bound, wood veneer crates, as shown in the illustration. From long experience we find these crates are much superior to any other kind of container. They will stand rough handling, will not crush in like paper boxes, and are so ventilated as to deliver the plants to you in perfect condition. All plants are tied in bunches of 50, the tops are ventilated and the roots protected from exposure to the air. We guarantee to deliver plants anywhere in the United States.

TERMS

Our terms are cash with order or C. O. D. Collect mail shipments can be sent C. O. D. for postage if there is a money order office at your post office. C. O. D. mail orders can be shipped C. O. D. for plants and postage.



Piedmont Plants

for 1940



PIEDMONT PLANTS PRODUCE